

EXHIBIT 30

REDACTED

AdX Dynamic Revshare v2: Launch Doc

[REDACTED]

Summary

In AdX Dynamic Revshare (DRS) v2 we address the issue of AdX margin loss in v1 [REDACTED]. In v1 the per-query AdX margin ranges [REDACTED] resulting average adx margin lower than standard 20%. In v2 we expand per-query margin range to be [REDACTED] with an objective to keep average adx margin at 20% over queries.

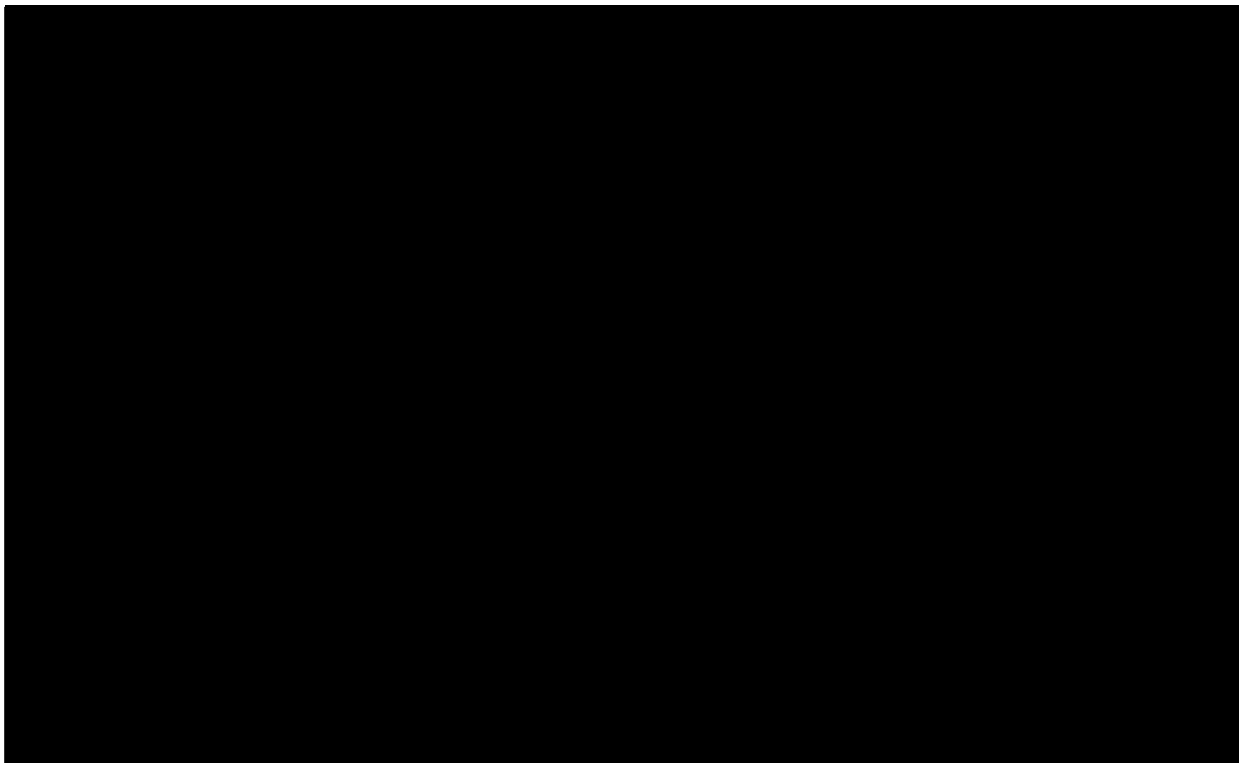
DRS v2 is applied to AdX buyers only, the same as in v1. Compared to v1, we observe revenue lift of [REDACTED] net profit lift of [REDACTED] for Google, and almost neutral publisher payout and match-rate.

For background for the design and first simulations see: original 1) original two-sided dynamic revenue sharing design, and 2) DRS V2 design and comparison to other proposals.

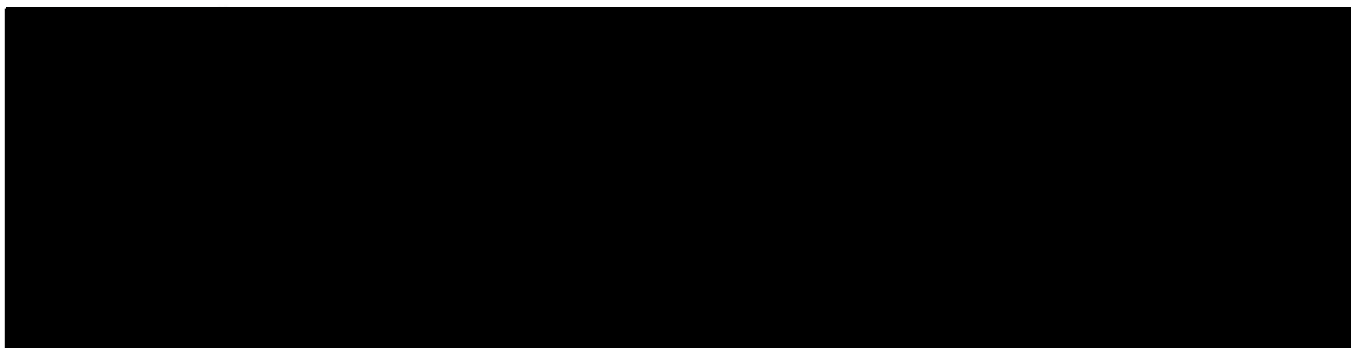
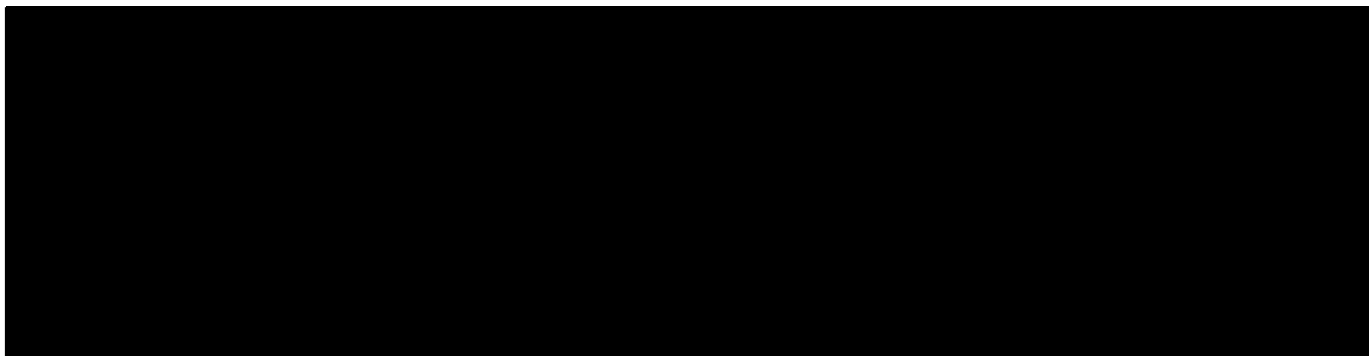
[REDACTED]

Launch Impact

[REDACTED] [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]



Comparison with the no-DRS holdback



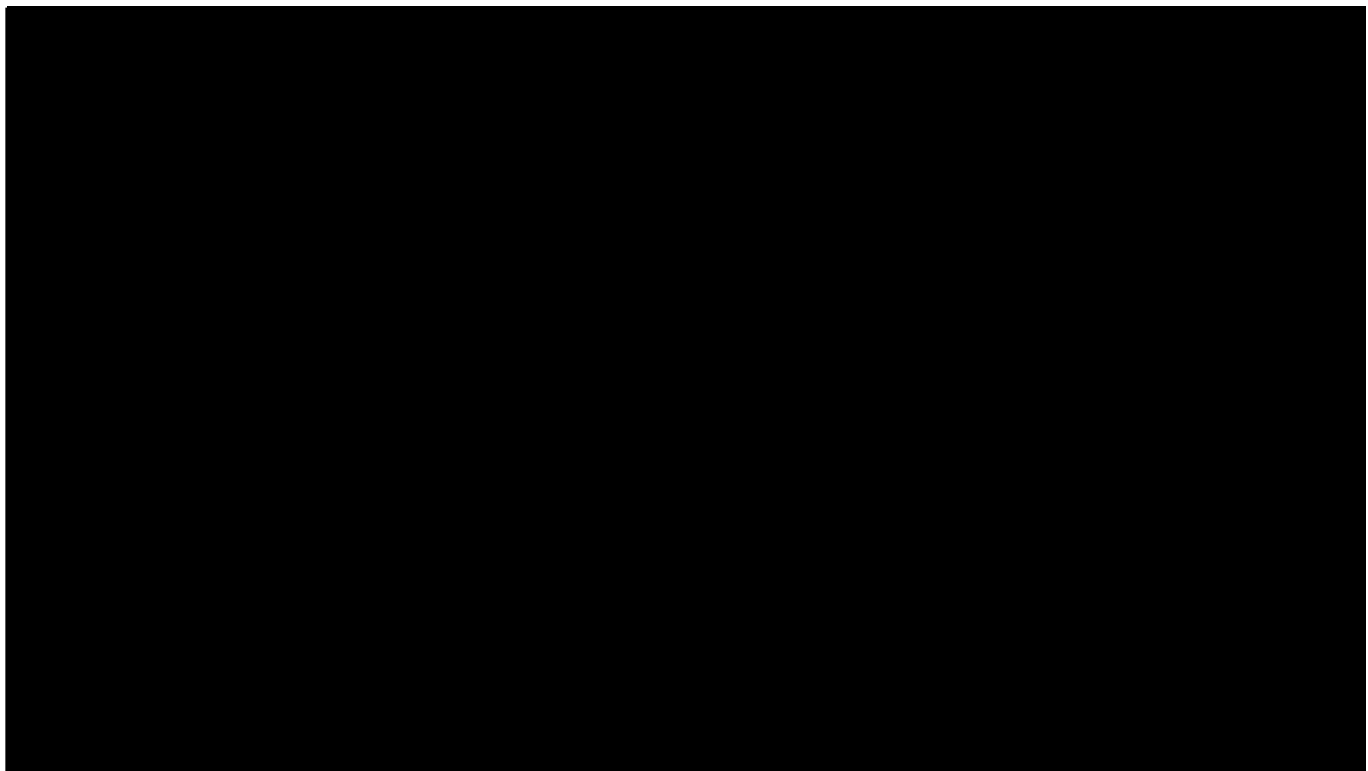
AdX Dynamic Revshare: High-level Description

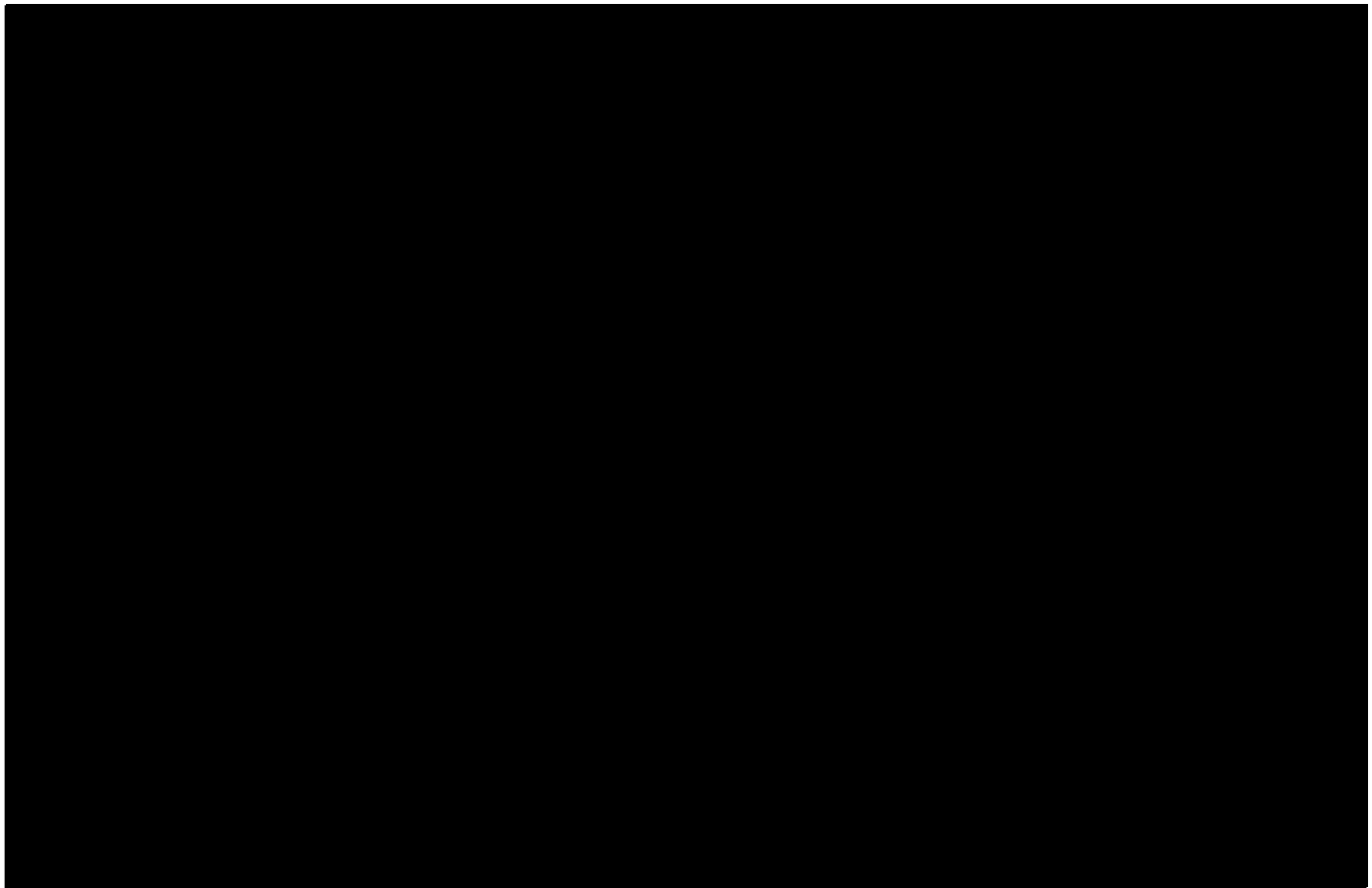
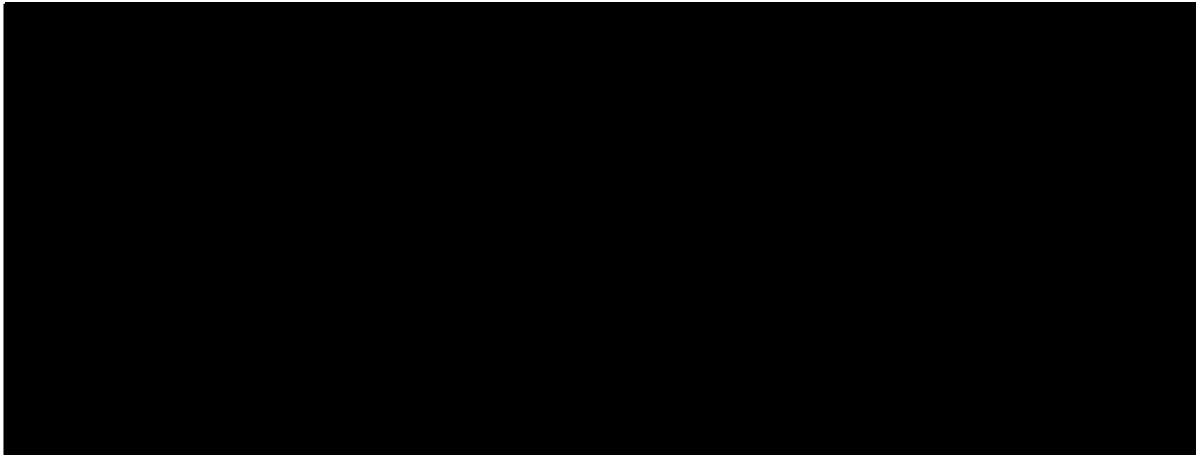
In DRS v1, the per-query AdX margin ranges [REDACTED] resulting average adx margin lower than standard 20%. In DRS v2, we expand per-query margin range to be [REDACTED] with an objective to keep average adx margin at 20% over queries. We can do so by increasing the maximum revenue share from 20% to a higher number, and therefore the intended price set for the buyer. This can help us gain more revenue share on a subset of queries and cancel out the less-than 20% rev-share in other queries.

Even if Google gets more than 20% rev-share for some queries, we have to make sure that the overall rev-share for each publisher is at least 80% (i.e., its pre-negotiated deal). Therefore, we need a more dynamic strategy. In our implementation, [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] Below, we describe our specific implementation of this idea by introducing and computing a debt account for each buyer and each publisher, and keeping track of the amount of these debt accounts over time.

Implementation of DRS V2





[REDACTED]

[REDACTED]

[REDACTED]